Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_\_\_\_\_

**Santa Rosa Brochure Project**

**Part 1: Research your assigned topic and compelling brochure designs**

* Conduct research on assigned topic (you will need to have at least one EBSCO source as a reference).
* Conduct research on brochures. What makes a brochure compelling? What designs are eye-catching?

**Part 2: Plan what information you will include in your brochure and what type of design you will use**

* Decide which information related to your topic is most important to include.
* Figure out how to present your information and pictures/graphics in a way that will be alluring to tourists.
* Draft your six panel brochure.

**Part 3: Create your brochure**

* Create your brochure.

**Part 4: Present your assigned instrument to the class**

* Present your brochure to the class.

|  |  |  |
| --- | --- | --- |
| **Due Date** | **Pacing: Deadlines for completion** |  |
| Thursday 10/20 | Take notes on Video / Conduct research on your topic |  |
| Friday 10/21 | Take notes on Video / Conduct research on your topic |  |
| Monday 10/24 | Take notes on Video / Conduct research on brochures. |  |
| Wednesday 10/26 | Plan what information you will include in your brochure and what type of design you will use. |  |
| Thursday 10/27 | Draft brochure. |  |
| Friday 10/28 | Create brochure |  |
| Monday 10/31 | Create brochure |  |
| Wednesday 11/2 | Practice presentations |  |
| Thursday 11/3 | Present to the class |  |

When creating your brochure, keep in mind the following questions:

1. Who is your target audience?
2. What is your message to your target audience?
3. What is your goal of the brochure?
4. How can you clearly and concisely convey your message so that you can meet your goal?